

Social media and blog contributor for outreach efforts



Project Title	Social media and blog contributor for outreach efforts
Project Summary	Research and create social media campaign, and other digital content (blogs, etc) in order to attract new talent to the IT specialist positions within the Foreign Service.
Country	United States

Project Description

The Chief Information Officer's Outreach Team in the Strategic Workforce Planning Office is responsible for collaborating with the Bureau of Human Resources (HR). We provide guidance and outreach to attract the best qualified talent and fulfill the Department's workforce needs for IT professionals. To achieve this goal, we conduct outreach through different venues, one of them the digital world. This project consists of creating digital content to capture the attention of a diverse demographic audience with primary emphasis on Millennials. The goals for this project are divided in the following areas:

1) Social Media Engagement:

- Research and draft social media content relevant to a diverse demographic audience with primary emphasis on the Millennial generation. The goal is to highlight State Department IT careers with a primary emphasis on Foreign Service opportunities.
- Content must include engaging graphics for social media and IRM careers at state landing page (careers.state.gov/irm).
- Review, edit and use existing video content to be provided by the SWP office. Content will be available via collaborating tools such as Office 365, Google docs, and others.
- Create a social media activities calendar
- Generate new content and by interviewing current employees. Interviews will be conducted via phone, email, Skype, Google Hangouts, and others.
- Recommend and assist in the preparation, planning and facilitation of social media chats (Facebook Live, LinkedIn) between the audience and SWP Outreach Team.

2) Blog posts:

- Create a blog for interested candidates. Monitor and maintain content and traffic. This blog will be accessible, monitored, managed and maintained outside the Department's network. Administration of this blog will be restricted to authorized personnel only.
- Assist with drafting and posting blog posts on topics of interest and related to IT and workforce management. Content must also include stories about life overseas from current and active FSIT professionals.
- Assist in marketing this blog within and outside the Department.

Required Skills or Interests

Skill(s)

Graphic design

Marketing

Social media management

Storytelling/blogging/vlogging

Writing

Additional Information

We are looking for a reliable, proactive student who can work with minimum supervision and help us brainstorm and improve our social media outreach approach by providing innovative and interesting ways to connect with the digital audience. Collaboration tools are available such as Google docs. Strong command of the English written language is required.

Language Requirements

None